

## IN THE CLAIMS

### PLEASE AMEND THE CLAIMS AS FOLLOWS:

1.-19. (cancelled)

20. (currently amended) A portable wireless media access device comprising:

a transceiver configured to transact a wireless communications session over a  
wireless network;

~~a wireless interface configured to provide session-based communication~~  
~~connectivity over a wireless network;~~

a proximity sensor coupled to the transceiver and configured to scan for,  
[[and]] detect, and notify a user of a remote wireless device capable of  
transacting a wireless communications session with the portable wireless  
media access device;

memory configured to store audio/video content; and

a user interface configured to receive instructions related to ~~access and playback~~  
~~of audio/video content stored in the memory, wherein at least one~~  
~~audio/video content selection stored in the memory is received over the~~  
~~wireless network from a detected remote wireless device.~~

21. (currently amended) The portable wireless media access device of claim 20, wherein  
the ~~receipt of the at least one audio/video content selection~~ is received over the wireless  
network ~~includes the receipt of data transmitted over a radio sideband carrier frequency.~~

22. (currently amended) The portable wireless media access device of claim 20, wherein  
the ~~at least one audio/video content selection~~ is streamed over the wireless network.

23. (currently amended) The portable wireless media access device of claim 20, wherein the ~~at least one~~ audio/video content ~~selection~~ is pulsed over the wireless network.

24. (previously presented) The portable wireless access device of claim 20, wherein the memory includes a removable memory card.

25. (currently amended) The portable wireless media access device of claim 20, wherein the proximity sensor automatically and continuously scans for ~~[[a]] the~~ remote wireless device ~~capable of wireless communication with the portable wireless media access device.~~

26. (currently amended) The portable wireless media access device of claim 20, wherein the proximity sensor ~~scans for a remote wireless device capable of wireless communication with the portable wireless media access device and~~ is further configured to connect~~[[s]]~~ to the remote wireless device in response to an instruction received via the user interface, the user interface being further configured to receive instructions related to an interaction with the remote wireless device.

27. (currently amended) The portable wireless media access device of claim 20, ~~further comprising a~~ wherein the transceiver is further configured to initiate ~~[[a]] the~~ wireless communications session with ~~[[a]] the~~ remote wireless device detected by the proximity sensor.

28. (currently amended) The portable wireless media access device of claim ~~[[27]]~~ 20, wherein the remote wireless device ~~[[is]]~~ includes a cellular phone.

29. (currently amended) The portable wireless media access device of claim ~~[[27]]~~ 20, wherein the remote wireless device ~~[[is]]~~ includes a handheld media device.

30. (currently amended) The portable wireless media access device of claim ~~[[27]]~~ 20, wherein the remote wireless device ~~[[is]]~~ includes a media display device configured to exchange interactive content with the portable wireless media access device.

31. (currently amended) The portable wireless media access device of claim 30, wherein the media display device ~~[[is]]~~ includes a billboard.

32. (currently amended) The portable wireless media access device of claim 30, wherein the media display device ~~[[is]]~~ includes a kiosk.

33. (currently amended) The portable wireless media access device of claim 20, wherein the ~~at least one~~ audio/video content ~~selection~~ is received over the wireless network ~~[[is]]~~ from a content server.

34. (currently amended) The portable wireless media access device of claim ~~[[27]]~~ 20, wherein the transceiver is further configured to establish a local area network ~~[[of]]~~ comprising one or more remote wireless devices detected by the proximity sensor.

35. (currently amended) The portable wireless media access device of claim ~~[[34]]~~ 33, wherein the ~~at least one~~ audio/video content ~~selection~~ is received over the wireless network ~~[[is]]~~ from ~~[[a]]~~ the content server via one or more ~~of the~~ remote wireless devices.

36. (currently amended) The portable wireless media access device of claim 20, wherein the ~~at least one~~ audio/video content ~~selection~~ is received over the wireless network ~~[[is]]~~ from a remote wireless device detected by the proximity sensor.

37. (currently amended) The portable wireless media access device of claim 34, wherein the ~~at least one~~ audio/video content ~~selection~~ is received over the wireless network ~~[[is]]~~ from a first remote wireless device that is communicatively connected to the local area network, the first remote wireless device having received the ~~at least one~~ audio/video content ~~selection~~ from a second remote wireless device that is communicatively connected to the localized area network.

38. (currently amended) The portable wireless media access device of claim 20, wherein the ~~at least one~~ audio/video content ~~selection~~ is received over the wireless network ~~is~~ as one or more segments~~[[ed]]~~.

39. (currently amended) The portable wireless media access device of claim 38, wherein a first segment of the ~~segmented~~ audio/video content ~~selection~~ is received from a first source and a second segment of the ~~segmented~~ audio/video content ~~selection~~ is received from a second source.

40. (cancelled)

41. (currently amended) The portable wireless media access device claim ~~[[27]]~~ 20, wherein the remote wireless device detected by the proximity sensor is identified by a serial number corresponding to that particular remote wireless device.

42. (previously presented) The portable wireless media access device of claim 20, further comprising a serial port for exchanging information with an external device via a serial cable.

43. (previously presented) The portable wireless media access device of claim 20, further comprising a docking port for exchanging information with an external device via a docking station.

44. (previously presented) The portable wireless media access device of claim 20, further comprising at least one audio/video port for providing audio/video content to an external playback device, wherein playback is controlled by the user interface of the portable wireless media access device.

45. (currently amended) The portable wireless media access device of claim 20, further comprising a digital camera configured to record video content for transmission ~~to a remote wireless device~~ via the wireless network.

46. (new) The portable wireless media access device of claim 21, wherein the audio/video content is accompanied by data transmitted over a radio sideband carrier frequency.